



**NATIONAL APEX CHAMBER**

# PHD HIMALAYAN CULINARY SAMMAN

## PHD HIT SAMMAN 2019



An initiative by PHD Chambers to celebrate the HIMALAYAN DAY (9 SEPT) beginning 7th Sept 2019



### UN SDGs - Sustainable Development Goals



In Association with :



Uttarakhand Tourism Development Board

**“HIMALAYAN CULINARY” celebrations 8th September 2019 Dehradun (UK)**



ELECT MEDIA PARTNER



GLOBAL PARTNER  
‘Hindu Kush Himalayan Region’



Dept. of Tourism  
Government Of Uttarakhand



PARTNER - SOCIAL WELFARE



KNOWLEDGE PARTNER

**PHD CHAMBER OF COMMERCE AND INDUSTRY**

# Overview

First of its kind Tourism Awards in the Himalayan States commissioned by PHD Chamber Uttarakhand State Chapter will be ode and a testimony to the efforts of thousands of people working day and night to make our travels to the state comfortable and enjoyable. PHD Himalayan Tourism Samman (HIT SAMMAN) are aimed at galvanizing the tourism industry in the Himalyan states. The purpose of the awards is to identify, analyze and reward desirable behavior and performance in broadly two categories :

**SDGs based SUSTAINABLE AWARDS**

**POPULAR CHOICE AWARDS**

## SPECIAL ATTRACTION

### HIMALAYAN CULINARY CONTEST

This **Himalayan Culinary Extravaganza** will extend over every aspect of Culinary & Hospitality specific to Himalayan Region with special focus on Uttarakhand cuisine & ingredients. The event will allure visitors and explore the possibilities of satisfying the appetite with the ingredients of the Himalayan origin and thus exploring new dimensions of the array of recipes' for Himalayan Tourists.



### HIGHLIGHTS

- Top Hotel Mgt. Institutions of the region will participate.
- A celebrity Chef will lead the eminent jury.
- Culinary art research scholars will be engaged in documenting the technical aspects of the contest to be published as research paper.
- A team of local professional chefs will demonstrate the Himalayan Culinary Art at the Demo Kitchen of the IHM Dehradun.
- 5 Finalist teams will contest live for the 2 categories of Sammans from the kitchens of IHM Dehradun :

### HIMALAYAN CULINARY JURY SAMMAN

### HIMALAYAN CULINARY POPULAR CHOICE SAMMAN

#### A. JURY SAMMAN

- Top three categories of “HIMALAYAN CULINARY SAMMANS”
- The eminent Jury will decide from amongst the Five finalist contesting teams

#### B. POPULAR CHOICE SAMMAN

- Top three Categories of Popular Choice Sammans
- Around 70 Hoteliers & Restaurant owners of the town will be invited as delegates & based on their live feedback the “POPULAR CHOICE HIMALAYAN CULINARY SAMMAN” will be awarded to the teams

**SPONSORSHIP OPPORTUNITY**  
**HIMALAYAN TOURISM SAMMAN 2019**  
**& HIMALAYAN EXPO**

7th, 8th & 9th Sept. 2019 Dehradun

**HITS PRINCIPAL SPONSOR**

**10 Lakhs**

**HITS CO-SPONSOR**

**7 Lakhs**

**SAMMAN SDG CATEGORY SPONSOR**

**2 Lakhs\***

**HIMALAYAN EXPO PAVILION SPONSORS**

**2 Lakhs**

**HIMALAYAN CULINARY CONTEST SPONSOR**

**5 Lakhs\***

Following are the benefits that shall be accrued to your organization for sponsoring the event:

Deliverables	SDG Category Sponsors & Pavilion Sponsor
Corporate logo to be carried on all branding spaces ; back drop, banners, gate etc.	
Acknowledgment during the Sponsored Samman Ceremony in Seminar	
Half Page 4-colour Ad. in the Samman Function/Conf. Souvenir	
4-colour Ad. in the PHDCCI Monthly Bulletin Special Rates @75% of Tariff	
200 word sponsor co write up in the Samman Function/Conf. Souvenir	
Exclusive Sponsor Standee at the program site entry passageway	
Complimentary admit cards & Parking pass for VIP Delegates (5Nos)	
Exclusive Expo Pavilion space of 9 Sq Mt. to the <b>SDG Category Sponsor</b> & 45 Sq Mt to the <b>Pavilion Sponsor</b>	
Special Branding Strip ( Top & Bottom) for <b>SDG Category Sponsor</b> on the Sponsors Corner selfy point	
Pavilion Branding as Principal <b>Pavilion Sponsor</b>	
Exclusive Expo Pavilion furnished Reception for the <b>Pavilion Sponsor</b>	

**Deliverables to the Himalayan Culinary Contest Sponsor**

Exclusive Prime Corporate logo branding to be carried on all branding spaces of the HIMALAYAN CULINARY CONTEST venue IHM
Corporate logo to be carried on all branding spaces ; back drop, banners, gate etc. of the HITS & EXPO Program
Acknowledgment during the Sponsored Samman Ceremony in Seminar
Full Page 4-colour Ad. in the Samman Function/Conf. Souvenir
4-colour Ad. in the PHDCCI Monthly Bulletin Special Rates @70% of the Tariff
400 word sponsor co write up in the Samman Function/Conf. Souvenir
Complimentary admit cards & Parking pass for VIP Delegates (10 Nos)
Exclusive Expo Furnished Pavilion space of 9 Sq Mt.

**Program Coordinator:**

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**PHD CHAMBER OF COMMERCE AND INDUSTRY**  
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